


**IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: Chris E. Matichuk and Scott A. Rosenberg  
APPLICATION NO.: Unknown  
FILING DATE: October 4, 2001  
TITLE: One Click Web Records  
EXAMINER: Unknown  
GROUP ART UNIT: Unknown  
ATTY. DKT. NO.: 22407-05676

CERTIFICATE OF MAILING			
I hereby certify that this correspondence, including the enclosures identified above, is being deposited with the United States Postal Service as first class mail in an envelope addressed to: The Assistant Commissioner for Patents, BOX PATENT APPLICATION, Washington, D.C. 20231 on the date shown below. If the Express Mail Mailing Number is filled in below, then this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service pursuant to 37 CFR 1.10.			
Signature:			
Typed or Printed Name:	Martin S.C. Loui	Date	OCTOBER 4, 2001
Express Mail Mailing Number (optional):	EL482472566US		

COMMISSIONER FOR PATENTS  
BOX PATENT APPLICATION  
WASHINGTON, D.C. 20231

**LETTER TO THE CHIEF DRAFTSMAN**

**Request to Make Proposed Drawing Changes**

SIR:

Subject to the approval of the Primary Examiner in the above-entitled patent application, please substitute the enclosed two (2) sheets of informal drawing containing Figures 32 and 33 for the two (2) sheets of informal drawings containing Figures 32 and 33 as originally filed.

Approval is requested to amend Figures 32 and 33 as shown in RED ink on the attached copies.

20000104 14:50

**Remarks**

Applicants respectfully submit that the requested changes to Figures 32 and 33 are consistent with the corresponding material in the specification and do not add any new matter to the application.

Respectfully submitted,

CHRIS E. MATICHUK AND SCOTT A.  
ROSENBERG

Date: OCTOBER 4, 2001

By: Martin S.C. Loui

Martin S.C. Loui  
Registration No. 43,411  
Fenwick & West LLP  
Two Palo Alto Square  
Palo Alto, CA 94306  
(650) 858-7901 (Phone)  
(650) 494-1417 (Fax)

T0400T"42424550

604  
550

www.fox.com

**FOX**

**TONIGHT ON FOX**

8 PM/7c  
That '70s  
SHOW

9:30 PM/7:30  
c  
Greed: The  
Series

9 PM/8c  
Ally McBeal  
SCHEDULE

**HERE IT COMES!**

**GREED IS GOOD**

**GREED**

One of the Seven Deadly  
Sins was never so  
profitable. On tonight's  
'70s Theme Special  
Edition of Greed: The  
Series, only the most  
miserly gets the largest  
prize in the history of  
game shows.

**Family Guy**

We know you've been  
hard up trying to find  
something to do since  
Family Guy went on  
hiatus (Brian fell off the  
wagon). Wait no longer!  
Family Guy returns  
Tuesday at 8:30 PM/7:30  
C.

**SHOWS**

Ally McBeal  
America's Most Wa  
Beverly Hills, 90210  
CDPS  
Family Guy  
Futurama  
Ged Real  
Greed  
Guinness World Rec  
King of the Hill  
MadTV  
Malcolm in the Mid  
Party of Five  
That '70s Show  
The Pis  
The Simpsons  
The World's Funne  
The X-Files  
Time of Your Life  
Tius  
Wildcat Police Vide  
Upcoming Specials

**HAVE BEEN DIS**  
Rent it & WI  
Dreamw Price

Confirmation Message

**FOX**

Ally McBeal will be recorded on your ReplayTV  
system tonight at 9PM.

Thanks for using ReplayTV!

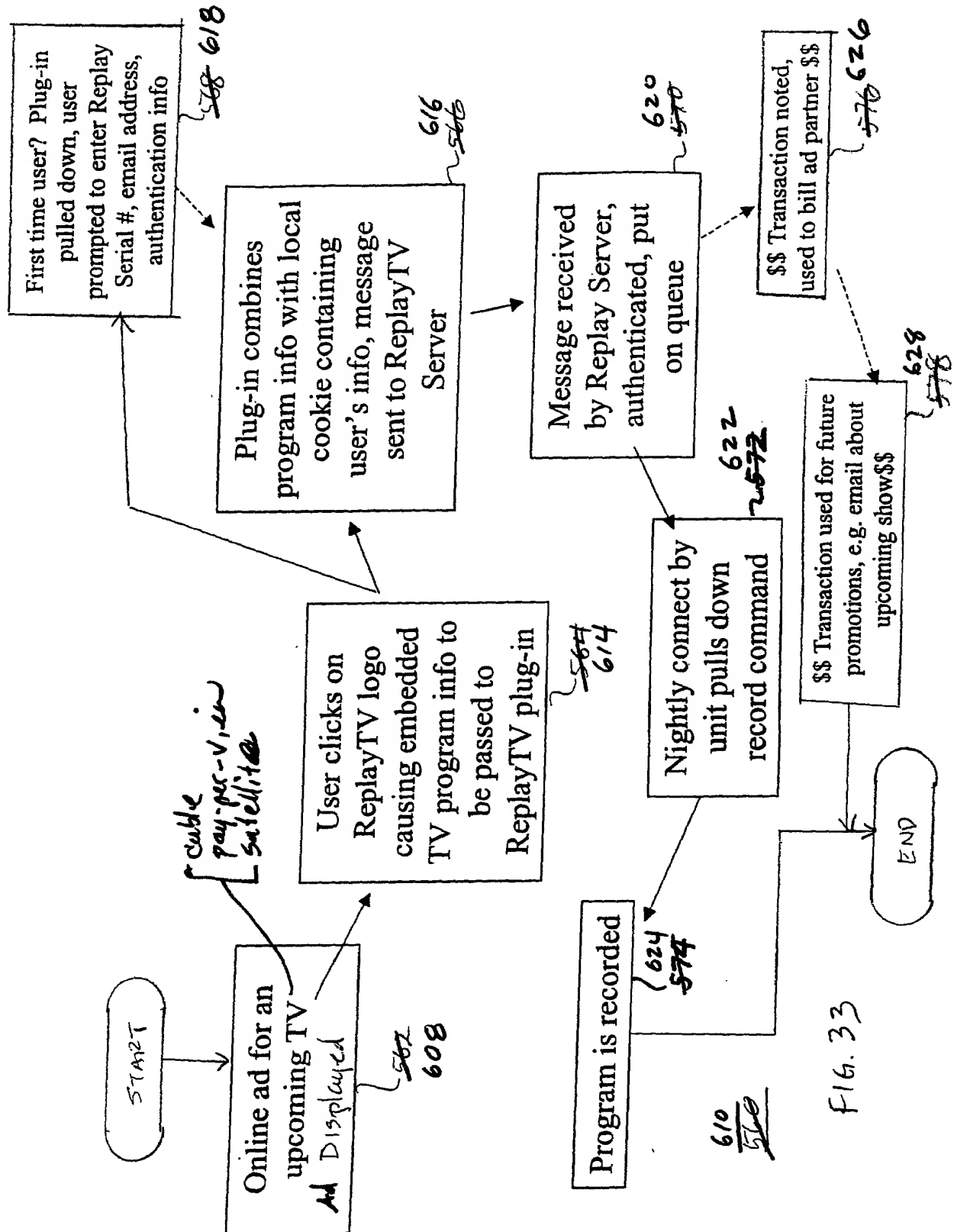


**replaytv**

FIG. 32

602  
556

FIG. 33



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Chris E. Matichuk and Scott A. Rosenberg  
APPLICATION NO.: Unknown  
FILING DATE: Herewith  
TITLE: ONE CLICK WEB RECORDS  
EXAMINER: Unknown  
GROUP ART UNIT: Unknown  
ATTY. DKT. NO.: 22407-05676

CERTIFICATE OF MAILING			
I hereby certify that this correspondence, including the enclosures identified above, is being deposited with the United States Postal Service as first class mail in an envelope addressed to: The Commissioner for Patents, BOX PATENT APPLICATION, Washington, D.C. 20231 on the date shown below. If the Express Mail Mailing Number is filled in below, then this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service pursuant to 37 CFR 1.10.			
Signature:	<i>Martin S.C. Loui</i>		
Typed or Printed Name:	Martin S.C. Loui	Date	OCTOBER 4, 2001
Express Mail Mailing Number (optional):	EL482472566US		

BOX PATENT APPLICATION  
COMMISSIONER FOR PATENTS  
WASHINGTON, DC 20231

## AMENDMENT A

SIR:

Prior to examination of this application, please amend the application, as follows.

**IN THE SPECIFICATION:**

Please delete paragraphs [0001] through [0003] bridging pages 1-3 as originally filed and replace with the following paragraphs [0001] through [0003].

--[0001] This application is a continuation in part of co-pending non-provisional U.S. Patent Application No. 09/925,120, by Millard E. Sweatt, III, *et al.*, entitled "Method and System for Remote Television Replay Control," filed on August 8, 2001, which claims priority under 35 U.S.C. § 119(e) to: (1) U.S. Provisional Application No. 60/223,856, filed on August 8, 2000 by Jeff Hastings, *et al.*, entitled "Method and System for Remote Television Replay Control"; (2) U.S. Provisional Application No. 60/280,313, filed on November 14, 2000, by Jeff Hastings, *et al.*, entitled "Method and System for Remote Television Replay Control"; (3) U.S. Provisional Application No. 60/258,937, filed on December 29, 2000, by Phillipe Pignon, entitled "Method and System for Remote Television Replay Control"; and (4) U.S. Provisional Application No. 60/258,972, Docket No. JC804, filed on December 29, 2000, by Millard E. Sweatt, III, entitled "Recording Television Programming via Remote Control". The subject matter of U.S. Patent Application Serial No. 09/925,120, by Millard E. Sweatt, III, *et al.*, entitled "Method and System for Remote Television Replay Control," is hereby incorporated by reference in its entirety. Also, the subject matter of U.S. Provisional Patent Application Nos. 60/223,856, 60/280,313, 60/258,937, and 60/258,972 are hereby incorporated by reference in their entirety.

[0002] This application is a continuation in part of co-pending non-provisional U.S. Patent Application No. 09/925,109, by Millard E. Sweatt, III, *et al.*, entitled "Method and System for Remote Television Replay Control," filed on August 8, 2001, which claims priority under 35 U.S.C. § 119(e) to: (1) U.S. Provisional Application No. 60/223,856, filed on August 8, 2000 by Jeff Hastings, *et al.*, entitled "Method and System for Remote Television Replay Control"; (2)

U.S. Provisional Application No. 60/280,313, filed on November 14, 2000, by Jeff Hastings, *et al.*, entitled "Method and System for Remote Television Replay Control"; (3) U.S. Provisional Application No. 60/258,937, filed on December 29, 2000, by Philippe Pignon, entitled "Method and System for Remote Television Replay Control"; and (4) U.S. Provisional Application No. 60/258,972, Docket No. JC804, filed on December 29, 2000, by Millard E. Sweatt, III, entitled "Recording Television Programming via Remote Control". The subject matter of U.S. Patent Application Serial No. 09/925,109, by Millard E. Sweatt, III, *et al.*, entitled "Method and System for Remote Television Replay Control," is hereby incorporated by reference in its entirety.

**[0003]** This application is a continuation in part of co-pending non-provisional U.S. Patent Application No. 09/925,121, by Millard E. Sweatt, III, *et al.*, entitled "Method and System for Remote Television Replay Control," filed on August 8, 2001, which claims priority under 35 U.S.C. § 119(e) to: (1) U.S. Provisional Application No. 60/223,856, filed on August 8, 2000 by Jeff Hastings, *et al.*, entitled "Method and System for Remote Television Replay Control"; (2) U.S. Provisional Application No. 60/280,313, filed on November 14, 2000, by Jeff Hastings, *et al.*, entitled "Method and System for Remote Television Replay Control"; (3) U.S. Provisional Application No. 60/258,937, filed on December 29, 2000, by Phillipe Pignon, entitled "Method and System for Remote Television Replay Control"; and (4) U.S. Provisional Application No. 60/258,972, Docket No. JC804, filed on December 29, 2000, by Millard E. Sweatt, III, entitled "Recording Television Programming via Remote Control". The subject matter of U.S. Patent Application Serial No. 09/925,121, by Millard E. Sweatt, III, *et al.*, entitled "Method and System for Remote Television Replay Control," is hereby incorporated by reference in its entirety.--

Please delete paragraphs **[0005] through [0006]** bridging pages 3-4 as originally filed and replace with the following paragraphs **[0005] through [0006]**.

--[0005] Conventional techniques provide for control input of a media-based device or appliance either directly or with a short-ranged remote controller. For example, typically the media-based device may be directly programmed using the control panel disposed on the device itself or with a remote controller (i.e., typically handheld) in communication with the media-based device. The hand-held remote controller provides control input from short-ranged distances about the device usually by direct hardwired extension cable, or by some wireless medium, such as for example, infrared and radio frequency. While these conventional techniques work well for those situations where the user is physically located within the vicinity (e.g., typically in the same room as the media-based) of the device, they do not address the situation where the user is at a different physical location and is thereby unable to access the device at such short-ranges. Recent developments have been made to overcome the drawbacks associated with these conventional approaches by enabling the programming and control of media-based devices or appliances over a network, like the Internet. Access to the media-based devices and appliances over the Internet is beneficial because it is convenient and can scale easily to large numbers of media-based devices. However, the technology remains mutually exclusive with respect to those value-added services provided by ancillary parties to promote the content received by the media-based device. For example, one type of value-added service comprises television and cable programming advertisement for upcoming programs to be aired. The broadcast of such advertisements (ads) have traditionally remained under the control of the broadcasters of the content (e.g., cable programming broadcasters, television broadcasters). Advertisers would benefit if they could operate outside of the confines of the broadcasters, such as on the Internet, thereby generating increased reach to targeted audiences.



[0006] Advertisers have conventionally strived to ensure that the targeted audience is watching their advertisements. Television advertisers spend large amounts of money airing advertisements for upcoming television and cable broadcasts. With the popularity of the Internet increasing, advertisers have pursued the Internet as a medium in which to target their ads for the promotion of upcoming to-be-aired broadcasts, thereby expanding the traditional mediums of advertisement beyond paper program guides and on-air advertising. With the Internet, for example, when viewing a web page, a user enters a URL of the web page or clicks on a link to the web page. The web page itself is fetched from the web server, and the ad appears as content on the web page announcing the upcoming programming to be broadcast. To be effective, consumers who see these ads must take note and watch the upcoming broadcast. Those consumers who want to record the upcoming broadcast must either manually program their media-based device like a digital video recorder (*i.e.*, personal video recorders) either directly or remotely online. The logistics of doing so are problematic because it is cumbersome for the consumer to have to recall the ad for the upcoming program to be aired and then take several steps to program the digital video recorder. It would be desirable if the ad on the website were associated with the consumer's digital video recorder, so that the user could automatically program the digital video recorder at the same time as of viewing the ad on the Internet.--

Please delete paragraph [00183] on page 83 as originally filed and replace with the following paragraph [00183].

--[00183] Alternatively, front end application 94 may automatically navigate the user to a user login screen, similar to that shown in FIG. 11. This alternative is well-suited for the situation where a first time user never used system 10A. Accordingly, system 10A prompts 618 the user for identification information. Referring to FIG. 16B, the CreateAccount routine 288

would thereby be invoked. Upon login using the Login routine 290 and interface 180, server 28 provides the middle tier server 40 with the program information required to record the program of interest. For example, this information preferably includes the date, start time, end time, and channel. This information is generally necessary so that AddRequest routine 304 can be invoked.--

Please delete paragraphs [00187] through [00188] bridging pages 84-85 as originally filed, and replace with the following paragraphs [00187] through [00188].

--[00187] Still referring to FIG. 33, step 626 represents the function of tracking the partners associated with a web site 28 invoking the one click web records function. By way of example, such partners may include online aggregators (e.g., YAHOO, GO, GIST, TVGuide), online broadcaster (e.g., HBO, NBC, and FOX), online program production studios (e.g., MGM), and online video providers (e.g., RealNetworks, Broadcast.com). In step 626, the tracking of such activity may be used to generate revenue from the respective partners, for example, on a per-site (i.e., flat fee) basis, or on a click-through basis. Step 626 includes those administrative steps to periodically bill the partner for use of the one click web record service. These administrative steps may be done via a variety of ways, including transmitting bills electronically and by other conventionally known ways.

[00188] Process 610 also includes step 628 where additional revenue opportunities can be derived for both the service providers of the Internet television advertisements and of the Internet access to controlling a DVR 37. For example, the partners may derive revenue as a result of a user using the one click web record feature of a particular website (transaction), such as that shown in the user interface of web page 604, to the extent that this transaction is tracked to the

user engaging ancillary services as a result of the transaction. For example, if the website shown in user interface 604 also sells online goods and services, and the user purchases such promotional goods and services offered by the web page 604 on server 28, as a result of advertising 608 and of using the one click web records feature, step 628 represents that a percentage of the sale can be attributed to the service provider offering online Internet access and control of DVR 37.--

**IN THE CLAIMS:**

Please amend the Claims 1-4, 7-8, 11-13, 19, 24, 33, 35 and 37 as follows.

For the convenience of the Examiner pending claims 5-6, 9-10, 14-18, 20-23, 25-32, 34, 36, and 38-39 are presented below.

1           1. (Amended) A method of programming a media-based device over a network,  
2   the method comprising:  
3           enabling an advertisement for a broadcast program to be provided on a  
4           first web site;  
5           enabling selection of the advertisement; and  
6           in response, allowing automatic programming of the media-based device  
7           to record the broadcast program.

1           2. (Amended) The method according to Claim 1, wherein the advertisement  
2   comprises a hyperlink to a second web site capable of accessing the media-based device,  
3   the hyperlink being embedded in the first web site.

1           3. (Amended) The method according to Claim 2, wherein enabling selection of the  
2     advertisement and allowing automatic programming of the media-based device are  
3     invoked by one click on the hyperlink.

1           4. (Amended) The method according to Claim 2, further comprising:  
2                 allowing the second website to monitor a count of a number of times the  
3                 hyperlink is selected; and  
4                 enabling the second website to periodically collect revenue from the first  
5                 website based on the count.

1           5. The method according to Claim 4, wherein the revenue comprises a percentage  
2     of advertising revenue associated with the advertisement.

1           6. The method according to Claim 1, wherein the media-based device comprises  
2     a video replay system.

1           7. (Amended) The method according to Claim 1, wherein enabling selection of  
2     the advertisement comprises:

3                 enabling identification of a user selecting the advertisement; and  
4                 enabling authentication of the user with the media-based device.

1           8. (Amended) The method according to Claim 7, wherein enabling identification  
2     of a user selecting the advertisement comprises:

3                 allowing identification of a cookie associated with the user; and

4 enabling the cookie to be forwarded to the media-based device.

1 9. The method according to Claim 8, wherein the cookie is extracted from a client  
2 enabled to communicate with the first website.

1 10. The method according to Claim 8, wherein the cookie is extracted from a  
2 computer hosting the first website.

1 11. (Amended) The method according to Claim 7, wherein enabling identification  
2 of a user selecting the advertisement comprises:

3 enabling linking of the first web site to a second web site;  
4 allowing navigation to the second web site; and  
5 in response, the second web site enabling prompting of a user for  
6 identification data.

1 12. (Amended) The method according to Claim 7, wherein enabling  
2 identification of a user selecting the advertisement comprises:

3 enabling determination of a URL for the first web site; and  
4 enabling determination of partner identification information associated  
5 with the first web site.

1 13. (Amended) The method according to Claim 1, wherein allowing automatic  
2 programming of the media-based device to record the broadcast program comprises:

3 enabling determination of a user associated with the media-based device;  
4 allowing navigation from the first web site to a second web site; and

5 allowing the user to log into the second web site.

1 14. The method according to Claim 1, wherein the advertisement comprises a  
2 clickable online advertisement for a broadcast program to be aired.

1 15. The method according to Claim 14, where broadcast program comprises a  
2 television program.

1 16. The method according to Claim 14, where broadcast program comprises a  
2 cable program.

1 17. The method according to Claim 14, where broadcast program comprises a  
2 pay-per-view program.

1 18. The method according to Claim 14, where broadcast program comprises a  
2 satellite-based program.

1 19. (Amended) A method of programming a media-based device to record content  
2 through a web-based application, comprising:

3 receiving a selection of an advertisement of a broadcast program to be aired;

4 extracting identification information associated with a user making the selection

5 and with the broadcast program;

6 accessing a source web service in response to the user selection received;

7 logging into the source web service using the identification information; and

8 the source web service programming the media-based device to record the  
9 broadcast program selected.

1 20. The method according to Claim 19, wherein the media-based device records the  
2 broadcast program with one click from the user of the advertisement.

1 21. The method according to Claim 19, wherein the advertisement comprises a clickable  
2 online advertisement for a broadcast program.

1 22. The method according to Claim 19, further comprising:  
2 collecting revenue based on the advertisement selected.

1 23. The method according to Claim 19, wherein the media-based device comprises a  
2 digital video recorder.

1 24. (Amended) A computer-implemented method for controlling a media-based device  
2 through a virtual browser, the method comprising the steps of the virtual browser:  
3 receiving a selection of an advertisement of a broadcast program to be aired;  
4 extracting identification information associated with a user making the selection  
5 and with the broadcast program;  
6 accessing an online web service using the identification information; and  
7 invoking the media-based device to record the broadcast program selected.

1           25. The method according to Claim 24, wherein the media-based device records the  
2 broadcast program with one click of the advertisement.

1           26. The method according to Claim 24, wherein the advertisement comprises a clickable  
2 online advertisement for the broadcast program.

1           27. The method according to Claim 24, further comprising:  
2                   collecting revenue based on the advertisement selected.

1           28. The method according to Claim 24, wherein the media-based device comprises a  
2 digital video recorder.

1           29. A method for programming a media-based device that is network enabled,  
2 comprising:  
3                   receiving a user command that causes a first server to access a second server, the  
4                   first server transmitting identifying information of the user to the second  
5                   server;  
6                   the second server authenticating the user based on the identifying information;  
7                   the second server accessing the media-based device to program the media-based  
8                   device with the identifying information.

1           30. The method according to Claim 29, wherein the user command comprises the user  
2 clicking on an online advertisement hosted by the first server.



1           31. The method according to Claim 29, wherein the advertisement identifies a broadcast  
2   program to be aired, and the identifying information comprises data related to the broadcast  
3   program.

1           32. The method according to Claim 29, wherein the media-based device comprises a  
2   digital video recorder.

1           33. (Amended) A system, comprising:  
2               a client side system enabled to allow selection of an online advertisement for a  
3               broadcast program while navigating a first web site; and  
4               a server side system enabled to automatically program a media-based device to  
5               record the broadcast program, the media-based device communicatively  
6               coupled to the server side system over a network, in response to the  
7               advertisement being selected

1           34. The system of claim 33, wherein the media-based device comprises a digital video  
2   recorder.

1           35. (Amended) A browser program product for programming a media-based device over  
2   a network, the browser program product stored on a computer readable medium and adapted to  
3   perform the operations of:

0397244-100401  
T0400T-4242650

4 enabling an advertisement for a broadcast program to be provided on a first web  
5 site;  
6 enabling selection of the advertisement; and  
7 in response, allowing automatic programming of the media-based device to record  
8 the broadcast program.

1 36. The browser program product according to Claim 35, wherein the media-based  
2 device comprises a digital video recorder.

1 37. (Amended) A computer server program product for programming a media-based  
2 device over a network, the computer server program product stored on a computer readable  
3 medium, and adapted to perform the operations of a virtual browser, comprising:  
4 receiving a selection of an advertisement of a broadcast program to be aired;  
5 extracting identification information associated with a user making the selection  
6 and with the broadcast program;  
7 accessing an online web service using the identification information; and  
8 invoking the media-based device to record the broadcast program selected.

1 38. The computer server program product according to Claim 37, wherein the  
2 media-based device comprises a digital video recorder.

1 39. The computer server program product according to Claim 37, wherein the  
2 advertisement comprises a clickable online advertisement for the broadcast program.

Please add the following new Claim.

40. (New) The method according to Claim 13, wherein allowing automatic programming of the media-based device to record the broadcast program, further comprises:

allowing detection of whether the user selected the advertisement previously; and

in response to the user previously not selecting the advertisement, enabling the second web site to communicate with the media-based device to record the broadcast program.

#### REMARKS

In the filing of the instant case, Applicants are hereby amending the specification to provide corrections to minor grammatical errors discovered after execution of the Declaration. Consequently, Applicants respectfully request entry of the amendment of the specification simultaneously with the filing of the instant application.

Applicants are hereby amending Claims 1-4, 7-8, 11-13, 19, 24, 33, 35 and 37, and adding new claim 40. Claims 1-4, 7-8, 11-13, 19, 24, 33, 35 and 37 are amended to further clarify aspects of the present invention and to correct minor typographical errors. Attached hereto is a marked-up version of the changes made to the Claims 1-4, 7-8, 11-13, 19, 24, 33, 35 and 37. Support for the amended and new claim is found in the specification as originally filed. Examination of this application as amended, including pending Claims 1-40, is hereby respectfully requested.

PATENT

Applicants believe that this application is in condition for allowance of all Claims 1-40, and therefore an early Notice of Allowance is respectfully requested.

Respectfully submitted,

CHRIS E. MATICHUK AND SCOTT A.  
ROSENBERG

Dated: OCTOBER 4, 2001

By: Martin S. C. Loui

Martin S. C. Loui, Reg. No. 43,411

Attorney for Applicants

Fenwick & West LLP

Two Palo Alto Square

Palo Alto, CA 94306

Tel.: (650) 494-0600

Fax: (650) 494-1417

FOOT-1004-1004

**VERSION WITH MARKINGS TO SHOW CHANGES MADE****In the Specification:**

[0001] This application is a continuation in part of co-pending non-provisional U.S. Patent Application No. [XX/XXX,XXX, Attorney Docket No. 22407-05390] 09/925,120, by Millard E. Sweatt, III, *et al.*, entitled "Method and System for Remote Television Replay Control," filed on August 8, 2001, which claims priority under 35 U.S.C. § 119(e) to: (1) U.S. Provisional Application No. 60/223,856, filed on August 8, 2000 by Jeff Hastings, *et al.*, entitled "Method and System for Remote Television Replay Control"; (2) U.S. Provisional Application No. 60/280,313, filed on November 14, 2000, by Jeff Hastings, *et al.*, entitled "Method and System for Remote Television Replay Control"; (3) U.S. Provisional Application No. 60/258,937, filed on December 29, 2000, by Phillipe Pignon, entitled "Method and System for Remote Television Replay Control"; and (4) U.S. Provisional Application No. 60/258,972, Docket No. JC804, filed on December 29, 2000, by Millard E. Sweatt, III, entitled "Recording Television Programming via Remote Control". The subject matter of U.S. Patent Application Serial No. [XX/XXX,XXX, Attorney Docket No. 5390] 09/925,120, by Millard E. Sweatt, III, *et al.*, entitled "Method and System for Remote Television Replay Control," is hereby incorporated by reference in its entirety. Also, the subject matter of U.S. Provisional Patent Application Nos. 60/223,856, 60/280,313, 60/258,937, and 60/258,972 are hereby incorporated by reference in their entirety.

[0002] This application is a continuation in part of co-pending non-provisional U.S. Patent Application No. [XX/XXX,XXX, Attorney Docket No. 22407-05391] 09/925,109, by Millard E. Sweatt, III, *et al.*, entitled "Method and System for Remote

**[0003]** This application is a continuation in part of co-pending non-provisional U.S. Patent Application No. [XX/XXX,XXX, Attorney Docket No. 22407-05497] 09/925,121, by Millard E. Sweatt, III, et al., entitled “Method and System for Remote Television Replay Control,” filed on August 8, 2001, which claims priority under 35 U.S.C. § 119(e) to: (1) U.S. Provisional Application No. 60/223,856, filed on August 8, 2000 by Jeff Hastings, et al., entitled “Method and System for Remote Television Replay Control”; (2) U.S. Provisional Application No. 60/280,313, filed on November 14, 2000, by Jeff Hastings, et al., entitled “Method and System for Remote Television Replay Control”; (3) U.S. Provisional Application No. 60/258,937, filed on December 29, 2000,

by Phillipe Pignon, entitled "Method and System for Remote Television Replay Control"; and (4) U.S. Provisional Application No. 60/258,972, Docket No. JC804, filed on December 29, 2000, by Millard E. Sweatt, III, entitled "Recording Television Programming via Remote Control". The subject matter of U.S. Patent Application Serial No. [XX/XXX,XXX, Attorney Docket No. 5497] 09/925,121, by Millard E. Sweatt, III, et al., entitled "Method and System for Remote Television Replay Control," is hereby incorporated by reference in its entirety.

**[0005]** Conventional techniques provide for control input of a media-based device or appliance either directly or with a short-ranged remote controller. For example, typically the media-based device may be directly programmed using the control panel disposed on the device itself or with a remote controller (i.e., typically handheld) in communication with the media-based device. The hand-held remote controller provides control input from short-ranged distances about the device usually by direct hardwired extension cable, or by some wireless medium, [like] such as for example, infrared and radio frequency. While these conventional techniques work well for those situations where the user is physically located within the vicinity (e.g., typically in the same room as the media-based) of the device, they do not address the situation where the user is at a different physical location and is thereby unable to access the device at such short-ranges. Recent developments have been made to overcome the drawbacks associated with these conventional approaches by enabling the programming and control of media-based devices or appliances over a network, like the Internet. Access to the media-based devices and appliances over the Internet is beneficial because it is convenient and can

scale easily to large numbers of media-based devices. However, the technology remains mutually exclusive with respect to those value-added services provided by ancillary parties to promote the content received by the media-based device. For example, one type of value-added service comprises television and cable programming advertisement for upcoming programs to be aired. The broadcast of such advertisements (ads) have traditionally remained under the control of the broadcasters of the content (e.g., cable programming broadcasters, television broadcasters). Advertisers would benefit if they could operate outside of the confines of the broadcasters, [like] such as on the Internet, thereby generating increased reach to targeted audiences.

[0006] Advertisers have conventionally strived to ensure that the targeted audience is watching their advertisements. Television advertisers spend large amounts of money airing advertisements for upcoming television and cable broadcasts. With the popularity of the Internet increasing, advertisers have pursued the Internet as a medium in which to target their ads for the promotion of upcoming to-be-aired broadcasts, thereby expanding the traditional mediums of advertisement beyond paper program guides and on-air advertising. With the Internet, for example, when viewing a web page, a user enters a URL of the web page or clicks on a link to the web page. The web page itself is fetched from the web server, and the ad appears as content on the web page announcing the upcoming programming to be broadcast[ed]. To be effective, consumers who see these ads must take note and watch the upcoming broadcast. Those consumers who want to record the upcoming broadcast must either manually program their media-based device like a digital video recorder (*i.e.*, personal video recorders) either directly or remotely



online. The logistics of doing so are problematic because it is cumbersome for the consumer to have to recall the ad for the upcoming program to be aired and then take several steps to program the digital video recorder. It would be desirable if the ad on the website were associated with the consumer's digital video recorder, so that the user could automatically program the digital video recorder at the same time as of viewing the ad on the Internet.

[00183] Alternatively, front end application 94 may automatically navigate the user to a user login screen, similar to that shown in FIG. 11. This alternative is well-suited for the situation where a first time user never used system 10A. Accordingly, system 10A prompts 618 the user for identification information. Referring to FIG. 16B, the CreateAccount routine 288 would thereby be invoked. Upon login using the Login routine 290 and interface 180, server 28 provides the middle tier server 40 with the program information required to record the program of interest. For example, this information preferably includes the date, start time, end time, and channel. This information is generally necessary so that AddRequest routine 304 can be invoked.

[00187] Still referring to FIG. 33, step 626 represents the function of tracking the partners associated with a web site 28 invoking the one click web records function. By way of example, such partners may include online aggregators (e.g., YAHOO, GO, GIST, TVGuide), online broadcaster (e.g., HBO, NBC, and FOX), online program production studios (e.g., MGM), and online video providers (e.g., RealNetworks, Broadcast.com). In step 626, the tracking of such activity may be used to generate revenue from the respective partners, for example, on a per-site (i.e., flat fee) basis, or on a click-through

basis. Step 626 includes those administrative steps to periodically bill the partner for use of the one click web record[s] service. These administrative steps may be done via a variety of ways, including transmitting bills electronically and by other conventionally known ways.

[00188] Process 610 also includes step 628 where additional revenue opportunities can be derived for both the service providers of the Internet television advertisements and of the Internet access to controlling a DVR 37. For example, the partners may derive revenue as a result of a user using the one click web record[s] feature of a particular website (transaction), [like] such as that shown in the user interface of web page 604, to the extent that this transaction is tracked to the user engaging ancillary services as a result of the transaction[, the partners may derive revenue]. For example, if the website shown in user interface 604 also sells online goods and services, and the user purchases such promotional goods and services offered by the web page 604 on server 28, as a result of advertising 608 and of using the one click web records feature, step 628 represents that a percentage of the sale can be attributed to the service provider offering online Internet access and control of DVR 37.

**In the Claims:**

- 1 1. (Amended) A method of programming a media-based device over a network,
- 2 the method comprising:
- 3 [locating] enabling an advertisement for a broadcast program [while
- 4 navigating] to be provided on a first web site;

09244-1040  
FOOT-1242660

5 [selecting] enabling selection of the advertisement; and  
6 in response, [automatically] allowing automatic programming of the  
7 media-based device to record the broadcast program.

1 2. (Amended) The method according to Claim 1, wherein the advertisement  
2 comprises a hyperlink to a second web site capable of accessing the media-based device,  
3 the hyperlink being embedded in the first web site.

1 3. (Amended) The method according to Claim 2, wherein [selecting] enabling  
2 selection of the advertisement and [automatically] allowing automatic programming of  
3 the media-based device are invoked by one click on the hyperlink.

1 4. (Amended) The method according to Claim 2, further comprising:  
2 allowing the second website to monitor[ing] a count of a number of times  
3 the hyperlink is selected; and  
4 enabling the second website to periodically collect[ing] revenue from the  
5 first website based on the count.

1 7. (Amended) The method according to Claim 1, wherein [selecting] enabling  
2 selection of the advertisement comprises:  
3 [determining] enabling identification of a user selecting the advertisement;  
4 and  
5 [authenticating] enabling authentication of the user with the media-based  
6 device.



FOIA b 7 - Exempt

1           13. (Amended) The method according to Claim 1, wherein [automatically]  
2   allowing automatic programming of the media-based device to record the broadcast  
3   program comprises:  
4           [determining] enabling determination of a user associated with the media-  
5           based device;  
6           [navigating] allowing navigation from the first web site to a second web  
7           site; and  
8           [logging] allowing the user to log into the second web site[;]  
9           [detecting whether the user selected the advertisement previously; and  
10          in response to the user previously not selecting the advertisement, the  
11          second web site communicating with the media-based device to  
12          record the broadcast program].

1           19. (Amended) A method of programming a media-based device to record content  
2   through a web-based application, comprising:  
3          receiving a selection of an advertisement of a broadcast program to be aired;  
4          extracting identification information associated with a user making the selection  
5          and with the broadcast program;  
6          accessing a source web service in response to the user selection received;  
7          logging into the source web service using the identification information; and  
8          the source web service programming the media-based device to record the  
9          broadcast program selected.

24. (Amended) A computer-implemented method for controlling a media-based device through a virtual browser, the method comprising the steps of the virtual browser:

- 1
- 2
- 3
- 4
- 5
- 6
- 7

1

2  
3  
4  
5  
6  
7  
8

- 1
- 2
- 3

4

5

09244-1040  
T0400T-424260

6 [selecting] enabling selection of the advertisement; and

7 in response, [automatically] allowing automatic programming of the media-based

8 device to record the broadcast program.

1 37. (Amended) A computer server program product for programming a media-

2 based device over a network, the computer server program product stored on a computer

3 readable medium, and adapted to perform the operations of a virtual browser, comprising:

4 receiving a selection of an advertisement of a broadcast program to be

5 aired;

6 extracting identification information associated with a user making the

7 selection and with the broadcast program;

8 accessing an online web service using the identification information; and

9 invoking the media-based device to record the broadcast program selected.